

Management Programme

**ASSIGNMENT
SECOND SEMESTER
2014**

MS-11: Strategic Management



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 11
Course Title	:	Strategic Management
Assignment Code	:	MS-11/TMA/SEM - II/2014
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment on or before 31st October, 2014 to the coordinator of your study centre.

1. Explain in what sense the top management takes strategic decisions in an organization? Illustrate with suitable examples.
2. Identify two organizations of your choice from the automobile sector. One that is a single business unit (SBU) and the other which has several related businesses. Read the published information about these organizations and analyze the corporate profile of each company.
3. What do you understand by an organizational culture? Identify two companies that have recently merged. Read the published information on the two companies. Based on the study identify the issues and challenges the two companies currently face in combining their respective organizational cultures.
4. Select an organization of your choice and analyze how differentiation strategy has been useful for the organization to build its competitive advantage.
5. What is balanced scorecard (BSC)? As a strategist list out the issues and challenges you will face while developing and implementing a BSC in an organization? Discuss with the help of an example.